

FDSA

2017

FDSA



**ANNUAL
TRADE SHOW**

November 8, 2017

About FDSA

Founded in 1880, the Funeral Director Services Association of Greater Chicago (FDSA) is the oldest professional trade organization of funeral directors, embalmers, chauffeurs and funeral suppliers located in the Chicago area and surrounding counties. The association educates and advocates for the benefit of its members and the public.

Join FDSA for it's largest event of the year!

All funeral home employees and licensed funeral directors in the Chicago metropolitan area, including FDSA members and non-members, are invited to attend the show and education programming. By offering free admission to the show and up to 5 hours of continuing educational credits at a low rate, the FDSA Trade Show attracts hundreds of professionals who are the decision-makers in the funeral services industry.

Trade Show Schedule of Events

Wednesday, November 8

Exhibitor Set-up	9:00-11:30 AM
Exhibitor Lunch Delivery	11:00 AM
Exhibit Floor Hours	12:00 PM- 7:00 PM
CE 1	1:00-2:00 PM
CE 2	3:00- 4:00 PM
CE 3	5:00- 6:00 PM
Cocktail Reception	6:00- 7:00 PM
Exhibitor Teardown	7:00- 10:00 PM

Thursday, November 9

Exhibitor Late Pick-up	8:00-10:00 AM
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Business Name: _____ FDSA Firm #: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Exhibit Staff

Primary Contact: _____

Primary Contact Title: _____ License #: _____

Additional Staff

Name: _____ License #: _____

Name: _____ License #: _____

Name: _____ License #: _____

Name: _____ License #: _____

Name: _____ License #: _____

Select ONE Product Category

- Advance Planning and Preneed Insurance/Trust
- Advertising/Marketing/Promo Items
- Aftercare/Grief Services
- Transportation
- Answering Services
- Architecture/Design
- Associations
- Audio/Visual
- Burial Vaults
- Business/Professional Services
- Caskets
- Cemetery Supply Services
- Child/Infant-related Products
- Credit Card/Collections
- Cremation/Alkaline Hydrolysis
- Education/License
- Finance/Investing
- Furniture/Décor
- Garments and Professional Attire
- General Funeral home Supply
- Green/Eco-Friendly Products
- Grounds/Maintenance/Landscaping
- Health/Medical Products/Services
- Information Technology/Websites
- Memorialization/Keepsakes
- Miscellaneous
- Military Funeral/Burial
- Monuments/Grave Markers
- Pet Loss Products/Services
- Printing/Paper Products
- Publications
- Urns
- Vehicles

Fee Structure

FDSA Member Rate _____ x \$475 = _____

Non-Member Rate _____ x \$700 = _____

Power Connection _____ x \$55 = _____

Turkey Box Lunch* _____ x \$17 = _____

Ham Box Lunch * _____ x \$17 = _____

Roast Beef Box Lunch* _____ x \$17 = _____

Trade Show Passport (only 25 available) _____ x \$40 = _____

Total Amount Due = _____

Payment Information

Check (Payable to FDSA) MasterCard Visa

Name on Card: _____

Number: _____

Exp. Date: _____ Security Code: _____

Signature: _____

*** Lunch orders must be placed by noon on October 28th. No refunds will be issued after this time.**

Contract Agreement and Approval

By signing below, the individual signing this contract represents that he/she is duly authorized to execute this binding contract on behalf of named exhibitor and agrees to abide by the rules and regulations outlined on the following page.

Signature: _____

Exhibit Space. Exhibit space will be an 8' by 10' booth with piping and draping. The space will contain a 30" by 8' skirted table, two chairs and a wastebasket. Exhibitors are encouraged to provide signage such as banners that can be hung in front of the booth. FDSA suggests a size of 2' by 5' for your banner.

Installation and Dismantling. The exhibit area will open at 9:00 am for set-up on November 8, 2017. Exhibits must be completed by 11:30 am on November 8, 2017. No exhibits shall be dismantled before the closing hour of the exposition (7:00 pm on November 8, 2017). All exhibits must be removed by 10:00 pm on November 8, 2017 or 10:00 am on November 9, 2017 (if prior arrangements are made with the White Eagle).

Exhibit Assignment. Exhibit space assignments will be made on a first-come, first-served basis, based upon availability and receipt of full payment. No exhibitor may assign its contracted space to another or permit any other persons, firms or corporations to use any part of such space.

Restrictions. No entertainment of any kind is permitted in the exhibit area nor may music be broadcast in the exhibit area. Exhibitors may not provide alcohol of any kind within the exhibit area. Casket vendors are allowed a maximum of two (2) caskets per booth not to exceed a double rack. The exhibit is limited to those persons, firms and corporations that have contracted for exhibit space in the exhibit facility. Promotions are limited to the assigned exhibit space. No other persons, firms or corporations will be permitted to demonstrate products, solicit orders or distribute advertising materials for any part of such space.

In order to comply with Illinois state standards, there will be no alcohol on the Trade Show floor or the CE rooms prior to the cocktail reception.

Electricity. Electrical needs can be arranged for an additional fee of \$55 (see registration form).

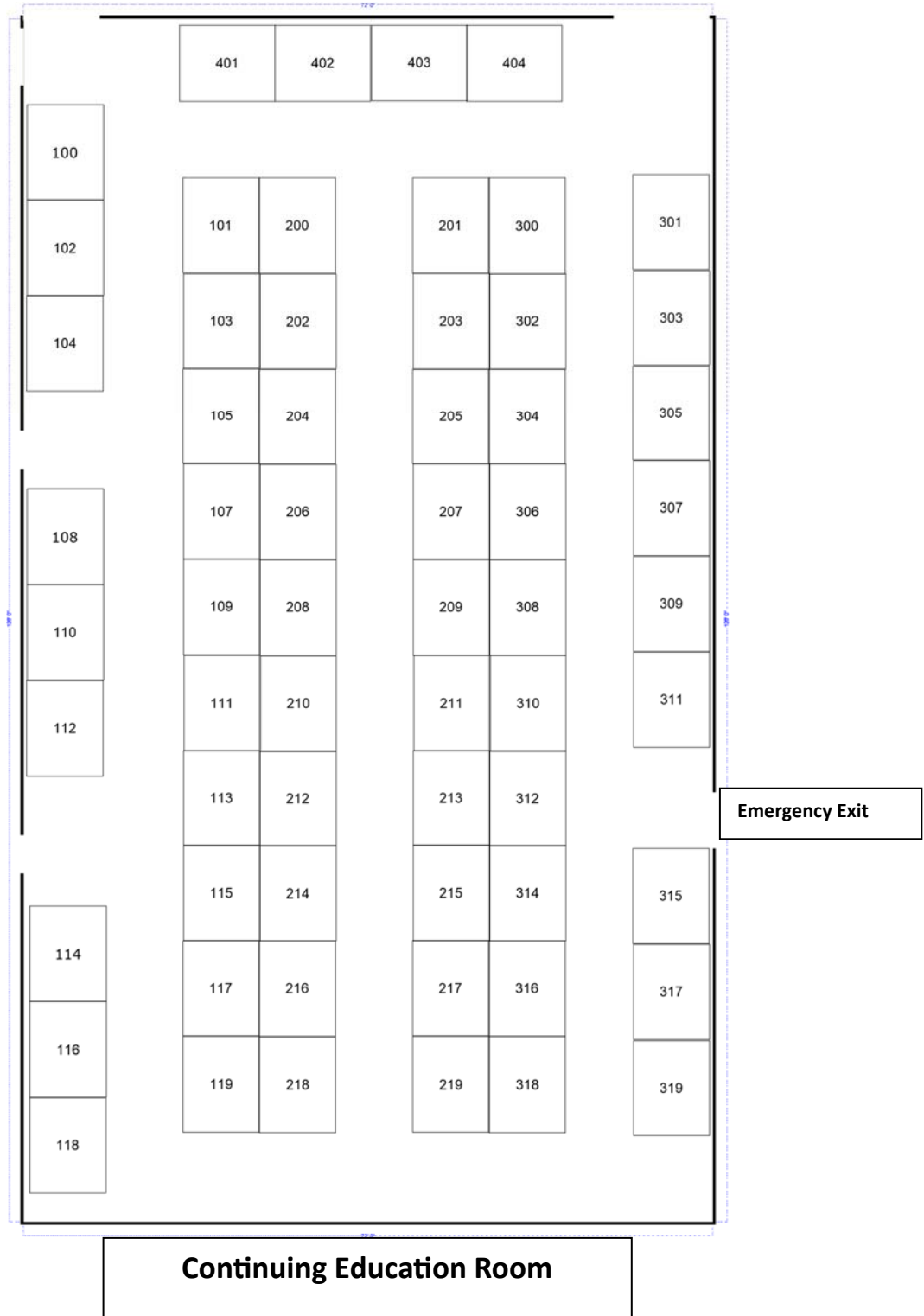
Exhibitor Lunches. Exhibitors have the option of purchasing boxed lunches for their exhibit staff at a price of \$17. These lunches will be delivered to exhibits at 11:00 am on November 8, 2017. Exhibitors must prepay for these lunches by November 1, 2017. No refunds will be issued for exhibitor lunches.

Photography. Exhibiting, registration and attendance at, or participation in, FDSA's meetings and other activities constitutes and agreement by the registrant to FDSA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audio tapes of such events and activities.

Hold Harmless. Exhibitor holds harmless FDSA and its Officers, staff, independent contractors and the venue owner from any claim or action resulting from personal injury, property damage, loss or theft or any other action or violation of any law.

Rejection of Exhibits. It is understood and agreed that FDSA may revoke this contract at any time if FDSA determines, in its sole discretion, that the products and services we intend to exhibit are not suitable or appropriate. In a such case, FDSA will refund all sums paid.

Cancellation. The exhibitor understands that if the exhibitor cancel s this contract and notifies FDSA in writing before August 9, 2017, 75% of the payments received by FDSA will be refunded. If the exhibitor cancels on or after August 9, 2017, and before October 8, 2017, 50% of the payments received by FDSA will be returned. If the exhibitor cancels on or after October 8, 2017, no refund shall be returned by FDSA.



Registration Desk Sponsorship- \$1,000 (1 available)

Have your brand be the first brand participants see as they walk into the 2016 Trade Show!

This opportunity includes:

- ◆ Signage at the registration desk.
- ◆ Recognition in the FDSA Newsletter.
- ◆ Option to provide an insert for attendee registration packets.
- ◆ A complimentary quarter page advertisement in the FDSA Newsletter.
- ◆ A complete list of FDSA attendees and contact information following the trade show.
- ◆ Recognition on the onsite trade show program.
- ◆ Acknowledgement of partnership in all print/web/social media advertising of the trade show.

Cocktail Hour Sponsorship– *Contact Office for Pricing and Options*

Help participants unwind from an exciting day of exhibits and CE!

This opportunity includes:

- ◆ Signage at the event.
- ◆ Recognition in the FDSA Newsletter.
- ◆ A complimentary quarter page advertisement in the FDSA Newsletter.
- ◆ A complete list of FDSA attendees and contact information following the trade show.
- ◆ Recognition on the onsite trade show program.
- ◆ Acknowledgement of partnership in all print/web/social media advertising of the trade show.

CE Room Sponsorship- \$500 (3 available)

- ◆ The privilege of announcing the speaker at the trade show.
- ◆ Signage at the event.
- ◆ Recognition in the FDSA Newsletter.
- ◆ Recognition on the onsite trade show program.
- ◆ Acknowledgement of partnership in all print/web/social media advertising of the trade show.

Trade Show Passport Sponsorship- \$750 (1 available)

Sponsor this popular offering that was new in 2016!

This opportunity includes:

- ◆ Your logo prominently featured on the Trade Show Passport that will be included in each participant's registration packet.
- ◆ The privilege of drawing and announcing the raffle winners at the Cocktail Hour.
- ◆ Signage at the event.
- ◆ Recognition in the FDSA Newsletter.
- ◆ A complimentary quarter page advertisement in the FDSA Newsletter.

Trade Show Passport Spot- \$40 (25 available)

Drive traffic to your exhibit by putting your company's logo on the 2017 FDSA Trade Show Passport. Sign up now, as there are only a limited amount of spaces available!

2016
FDSA

ANNUAL
TRADE SHOW
November 2, 2016

**TRADE SHOW PASSPORT
SPONSORED BY:**

AMERICAN
Wilbert.
PIERCE
The Wilbert Group

How to Play:

1. Visit the exhibitor booths listed on this passport and have them stamp or initial their logo.
2. For every row/column/diagonal you complete, go to the FDSA Registration Desk and receive a raffle ticket.
3. The more tickets you have, the more chances you have to win!
4. Winners will be announced at the FDSA Cocktail Reception at 6:00 PM. You must be present to win.

 Booth 118	 Booth 301	 Booth 312	 Booth 112	 Booth 318
 Booth 114	 Booth 319	 Booth 116	 Booths 403 & 404	 Booths 108 & 110
 Booth 119	 Booths 214 & 216	 Booth 215	 Booth 201	 Booths 401 & 402
 Booth 217	 Booth 212	 Booth 205	 Booth 219	 Booth 100
 Booth 300	 Booths 111 & 113	 Booths 105 & 107	 Booth 314	 Booth 101

Raffle Prizes
Provided by:



1/4 Page Ads

(W 3.5" x H 4.25")

- ◆ \$50 single insertion
- ◆ \$250 6 insertions
- ◆ \$500 12 insertions

1/8 Page Ads

(W 3.5" x H 2.5")

- ◆ \$30 single insertion
- ◆ \$150 6 insertions
- ◆ \$300 12 insertions

Classified Ads

- ◆ \$5 for Members
- ◆ \$10 per ad for Non-Members

Specifications for FDSA Newsletter Ad Copy

- Horizontal layout only, 300 dpi minimum.
- Preferred electronic formats include: eps, jpeg, pdf and tif; 300 dip min
- Must be B/W camera-ready art only, no bleed
- All ads are subject to approval by FDSA

Faxed ads and ads that are not camera-ready will not be accepted

Editorial deadlines for the submission of the ad is the 1st of each month for following month.

Electronic file/original artwork and payment in full are due by the first day of the previous month of publication date. Errors in ads are not the responsibility of FDSA, its Officers, staff or FDSA vendors.

Additional rate sheets are available on the FDSA website at www.fdsachicago.com or call FDSA at 630.980.4010.

1/4 Page Ads \$50 Single Insertion \$250 Buy 5-1 free \$500 Buy 10-2 free

1/8 Page Ads \$30 Single Insertion \$150 Buy 5-1 free \$300 Buy 10-2 free

Classified Members ____ ads x \$5 = _____ Non-Members ____ ads x \$10 = _____

Business Name: _____ Contact Name _____

Billing Address: _____

City/State/ZIP Code _____ State _____ ZIP _____

Total Amount Due \$ _____

Payment Type: Check/Money Order (Check # _____) Credit Card (MC/VISA only)

Name on Card: _____

Card Type: MC Visa

Signature: _____

Date: _____

Card Number: _____

Exp. Date _____ Security Code _____